

CIRCLES OF INVOLVEMENT:

*Key Relationships for Building Capacity**



CIRCLES OF INVOLVEMENT:

Definitions

Core Circle	The people that do most of the day-to-day work and the planning and facilitation. They were involved in the development of the plan and its objectives. They see themselves as responsible for monitoring and coordinating various components of the plan and can almost always be counted on to step forward when needed.
Circle of Engagement	The people committed to the plan who can be called on to help with specific tasks at particular times. They are not the prime movers of the implementation effort but are willing to assume their share of responsibility for aspects of it. They may or may not have been involved in the development of the plan; they become increasingly engaged in implementation and leadership, gradually moving into the Core Circle.
Circle of Champions	The people who typically hold positions of leadership in organizations and are or need to be committed to the plan. They may or may not be involved in the daily activities of implementation but are authorizers of and advocates for the effort. They are cheerleaders who can appear when it is strategically helpful. They need to be kept informed of the big picture and where to plug in strategically without having to be involved in the minute details.
Circle of Information & Awareness	The people who usually aren't very close to the plan or its implementation but need to be kept in the loop as things unfold. They are able, because their positions and roles, to lend support to the effort or to raise questions about it and slow it down. They will hear about the plan and implementation and will draw conclusions based on what they hear. They need occasional visits and reports that allow them to see the value in what is happening and to have their questions answered. They may move into the Circle of Engagement or even Champions.
Circle of Possibility	The people who are the "long shots and wild cards". They wouldn't immediately be thought of as being related to the plan and its implementation but who might just find areas of common cause with it. They may even be interested in partnering, be able to provide helpful resources, or give it a boost in some way. These are relationships with people/groups that need to be explored, without assuming that they will necessarily turn out to be supporters. It takes creative brainstorming to come up with this list.

Expanding Participation Exercise:



Objective: To identify community partners who you would like to involve in your Collaborative / Coalition strategies/activities and at what level they should be involved.

1. Look at the Circles of Involvement graphic and read the descriptions for the specific Circles of Involvement (on the back side of the graphic).
2. Choose one person to be the recorder for the Expanding Participation Worksheet and if you want one person to be the scribe for the flip chart.
3. Take 10 minutes to brainstorm a list of:
 - Organizations
 - Businesses
 - Departments
 - Groups
 - People

who are currently involved or that you think should be involved on any level in the work to address your PFS Priority. Consider the sectors listed around the perimeter of the graphic to help create your list. Record these names on the Expanding Participation Worksheet.

4. Take the next 10 minutes to assign each org/business/dept/group/person that you recorded in the previous step to one or more of the Circles of Involvement. Please assign based on the level of involvement you think is necessary for your work to be successful, and not the current level of involvement. Put an 'X' in the column of the identified Circle(s) for each entity. Note: some entities might have an 'X' in more than column. Circle the X for where they are currently involved. Transfer these entities to a YELLOW Sticky note and add them to the LARGE Circles of Involvement.

5. Next discuss and record any challenges to trying to engage specific entities at the Circle of Involvement that you assigned. Challenges might include; competing priorities, lack of knowledge, perceived lack of value, others. Then, for those identified challenges, brainstorm any strategies for overcoming those challenges. For example: meeting with people to explain the process and answer questions, using media, others. Record challenges and strategies on the last worksheet.

6. Looking at the Circles of involvement complete an ORANGE sticky to place the entities on the LARGE graph where you would like to target their involvement. List the steps to get this sector more involved.

Expanding Participation



Name of:		CIRCLE OF INVOLVEMENT				
		Core Circle	Circle of Engagement	Circle of Champions	Circle of Information & Awareness	Circle of Possibility
CURRENTLY INVOLVED: Yellow Current /Orange Target						
WE WOULD LIKE TO INVOLVE - GREEN Post-it						

Improve Sector Engagement Challenge:



Challenges	Strategies to Overcoming Challenges	Thinking Questions
	<i>Getting to their WHY...what they believe</i>	<ul style="list-style-type: none">• Who do you wish to have more engaged?• What is the challenge they face?• How does their WHY align with yours or the organization?• How will you approach this sector?